

Goodwill Industries of Northern Michigan, Inc.
Position Description

Job Title: Director of Advancement

Department: Fund Advancement, Marketing & Communications, and Grant Management

Classification: Exempt

Position Summary:

The Director of Advancement has responsibility for the direction and oversight of fund development, marketing, advertising, public relations and communications. This position coordinates with the Advancement Team, Executive Staff, Board of Directors and outside contractors to implement all advancement strategies and activities. Position is a member of the Executive Staff, and reports to the CEO.

Duties:

1. Support the mission and vision of Goodwill Industries of Northern Michigan
2. Develop, maintain and grow the Goodwill brand throughout 19 county territory
3. Act as primary point of contact with media, and other community partners and decision makers.
4. Oversee external and internal communications activities
5. Maintain a comprehensive and robust social media presence to promote retail, events and mission.
6. Build and maintain strong relationships with media outlets to meet advertising goals and advance PR strategies
7. Develop fund development objectives and strategies that include annual giving, major gifts and planned giving.
8. Participate in and give direction for the cultivation and solicitation of gifts from key volunteers, targeted donors and prospects
9. Assist in overseeing Fund Development Committee of the Board of Directors
10. Coordinate and manage the donor database
11. Research and write grants connected with operational needs
12. Involved in special events in coordination with the Marketing & Communications Department
13. Collaborate with the Marketing and Communications to develop direct mail appeals.
14. Analyze and evaluate effectiveness of fund raising and grant programs.
15. Maintain a high degree of sensitivity regarding donor information and confidentiality.

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16. Develop special/targeted fund development campaigns to support specific areas and needs
17. Research, identify and cultivate major donors and grant prospects
18. Keep current on trends in the fundraising and grant fields.
19. Liaise with internal or external committees, agencies and participates in relevant community activities.
20. Train board and volunteers in the fund development area
21. Serve as a Goodwill representative on governmental, not-for-profit, educational and other agency committees as needed.
22. Serve as a community advocate for Goodwill of Northern Michigan
23. Perform other duties as assigned

Reports to:

The Executive Director

Supervises:

Fund Development staff and volunteers

Education, Licenses, Certifications and Experience:

Bachelors Degree or equivalent, and a minimum of five years broad experience with emphasis on funding and grant development, including major gifts, annual giving and planned gift solicitation and cultivation, or a background in marketing & communications or a bachelors degree and relatable experiences. An ability to articulate social justice values to a wide range of individuals. Previous public relations experience is preferred. Certified Fund Raising Executive (CRFE) or Certificated Fund Raising Management (CFRM) is desirable.

Knowledge, Skills and Abilities:

1. Excellent written and verbal communication skills
2. Ability to develop and maintain constructive and cooperative working relationships within the Organization and with the public and other external sources
3. In-depth knowledge of the roles of a Board of Directors, volunteers and administration.
4. Conceptual, analytical and organizational skills
5. Ability to work independently and as part of a team
6. Orientation toward detail with excellent follow-up skills
7. Ability to set priorities and manage multiple projects
8. Proficiency in office applications software, donor database experience is helpful

Other Information:

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This position requires routine travel and the ability to work a flexible schedule including early morning, evening, and weekend hours.

Physical Requirements:

1. Works in well-lit office environment
2. Routinely sits, stands, walks throughout the work day.
3. Routinely bends, stoops and stretches throughout the day
4. Ability to lift up to 25 pounds

The above statements are intended to describe the general nature and level of the work being performed by an individual assigned to this work. This is not an exhaustive list of all duties and responsibilities. Goodwill Industries of Northern Michigan, Inc. management reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.

Employee Signature: _____

Date: _____